

ABSTRACT

A method of optimizing decisions relating to trading in a commodity, includes the following steps:

- (a) consumption data relating to consumption of the commodity by individual users is measured;
- (b) the measured consumption data is stored in a computer database;
- (c) forecasts for requirements of the commodity are determined using computers or other digital communications apparatus;
- (d) the forecasts are transmitted to the computer database via a computer network;
- (e) information relating to the market value of the commodity is transmitted to the computer database via the computer network; and
- (f) the optimized profit for the commodity which is being traded is calculated based on the consumption data and the market value information.